

YouGov / Commonwealth Survey Results

Sample Size: 2032 GB Adults

| Fieldwork: 23rd - 24th July 2024 | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|-------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|----------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|
| | | | Vote | in 2024 (| GE | Vo | te in 20 |)19 GE | EU Rei | f 2016 | Ge | ender | | Ag | ge | - | Social | Grade | | Country | у | | Region in | England | - |
| | Total | Con | Lab | Lib Dem | Reform UK | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE | England | Wales | Scotland | North | Midlands | London | Rest of South |
| Weighted Sample | | 366 | 522 | 187 | 219 | 670 | 440 | 165 | 716 | 757 | 983 | 1049 | 213 | 839 | 502 | | 1158 | 874 | 1758 | 98 | 177 | 482 | 333 | 246 | 697 |
| Unweighted Sample | | 299 | 592 | 234 | 289 | 674 | 504 | 191 | 842 | 736 | 932 | 1100 | 147 | 864 | 519 | 502 | 1236 | 796 | 1736 | 109 | 187 | 495 | 344 | 197 | 700 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| To what extent would you personally support or oppose a policy to create 'GB Energy' - a publicly owned energy company which supports the transition to renewable energy and clean power technologies? | | | | | | | | | | | | | | | | | | | | | | | | | |
| [Asked to a random half of the sample; n=1060] | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly support | | 12 | 48 | 37 | 18 | 13 | 54 | 39 | 39 | 19 | 32 | 25 | 40 | 32 | 29 | 17 | 31 | 25 | 28 | 35 | 28 | 26 | 27 | 38 | 27 |
| Somewhat support | | 32 | 33 | 41 | 27 | 32 | | 46 | 36 | 32 | 35 | 34 | 37 | 36 | 33 | 32 | 34 | 35 | 36 | 26 | 25 | 35 | 39 | 28 | 38 |
| TOTAL SUPPORT Neither support nor oppose | | 44 19 | 81 14 | 78 11 | 45 22 | 45 22 | 82 9 | 85 7 | 75 12 | 51 19 | 67 13 | 59 17 | 77 5 | 68 14 | 62 15 | 49 22 | 65 13 | 60 18 | 64 14 | 61 15 | 53 23 | 61 19 | 66 14 | 66 16 | 65 11 |
| Somewhat oppose | | 15 | 0 | 4 | 10 | 12 | 0 | 2 | 4 | 8 | 5 | 5 | 2 | 3 | 6 | 8 | 5 | 5 | 5 | 7 | 23 | 3 | 6 | 3 | 7 |
| Strongly oppose | | 15 | 0 | 0 | 18 | 13 | 1 | 1 | 2 | 13 | 9 | 4 | 5 | 2 | 8 | 12 | 6 | 7 | 7 | 2 | 7 | 6 | 7 | 6 | 7 |
| TOTAL OPPOSE | | 30 | Ő | 4 | 28 | 25 | 1 | 3 | 6 | 21 | 14 | 9 | 7 | 5 | 14 | 20 | 11 | 12 | 12 | 9 | 9 | 9 | 13 | 9 | 14 |
| Don't know | | 8 | 5 | 6 | 5 | 8 | 7 | 5 | 8 | 9 | 7 | 14 | 12 | 13 | 9 | 9 | 11 | 10 | 10 | 15 | 16 | 12 | 7 | 9 | 10 |
| energy company which supports the transition to renewable energy and clean power technologies? [Asked to a random half of the sample; n=972] | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly support | 33 | 9 | 54 | 51 | 15 | 21 | 55 | 47 | 48 | 26 | 36 | 31 | 32 | 37 | 34 | 27 | 38 | 28 | 34 | 31 | 34 | 36 | 27 | 41 | 33 |
| Somewhat support | | 25 | 32 | 31 | 28 | 26 | 33 | 32 | 30 | 26 | 29 | 33 | 35 | 33 | 28 | 27 | 31 | 31 | 31 | 28 | 29 | 30 | 33 | 28 | 32 |
| TOTAL SUPPORT | | 34 | 86 | 82 | 43 | 47 | | 79 | 78 | 52 | 65 | 64 | 67 | 70 | 62 | 54 | 69 | 59 | 65 | 59 | 63 | 66 | 60 | 69 | 65 |
| Neither support nor oppose | 16 | 32 | 7 | 12 | 21 | 26 | 4 | 15 | 11 | 21 | 15 | 17 | 9 | 13 | 20 | 22 | 14 | 18 | 16 | 18 | 11 | 15 | 18 | 19 | 16 |
| Somewhat oppose | 5 | 16 | 1 | 1 | 8 | 10 | 0 | 2 | 2 | 9 | 7 | 4 | 7 | 2 | 4 | 11 | 6 | 4 | 5 | 2 | 7 | 5 | 8 | 6 | 3 |
| Strongly oppose | | 13 | 1 | 2 | 18 | 11 | 0 | 2 | 1 | 12 | 9 | 2 | 0 | 4 | 7 | 8 | 5 | 6 | 5 | 7 | 5 | 4 | 6 | 5 | 5 |
| TOTAL OPPOSE | | 29 | 2 5 | 3 3 | 26 | 21 | 0 7 | 4 | 3 8 | 21 6 | 16 4 | 6 | 7 17 | 6 10 | 11 8 | 19 | 11 7 | 10 | 10 | 9 | 12 14 | 9 9 | 14 | 11 2 | 8 10 |
| Don't know | 9 | | Э | 3 | 9 | 6 | 7 | 2 | 8 | б | 4 | 14 | 17 | 10 | 8 | 6 | / | 13 | 8 | 16 | 14 | 9 | 8 | 2 | 10 |
| What impact, if any, do you personally expect GB Energy to have on your energy bills in the next | | | | | | | | | | | | | | | | | | | | | | | | | |
| Twelve months? | | | | | | | | | | | | | | | | | | | | | | | | | |
| Increase my bills a lot | | 13 | 4 | 5 | 24 | 16 | 5 | 6 | 6 | 17 | 12 | 10 | 9 | 7 | 12 | 17 | 9 | 14 | 11 | 11 | 7 | 10 | 13 | 12 | 11 |
| Increase my bills a little | | 27 | 14 | 15 | 24 | 23 | 13 | 16 | 16 | 21 | 18 | 20 | 21 | 17 | 18 30 | 23 | 19 | 19 | 20 | 17 | 13 | 20 | 20 | 17 | 20 |
| TOTAL INCREASE BILLS No impact | | 40 33 | 18 44 | 20 44 | 48 30 | 39 35 | 18 43 | 22 45 | 22 43 | 38 34 | 30 42 | 30 30 | 30 31 | 24 36 | 30 40 | 40 32 | 28 38 | 33 32 | 31 35 | 28 34 | 20 43 | 30 35 | 33 33 | 29 34 | 31 36 |
| Decrease my bills a little | | 33 8 | 44 13 | 44 14 | 30 4 | 35 6 | 43 14 | 45 11 | 43 11 | 34 8 | 42 10 | 30 9 | 11 | 36 12 | 40 9 | 32 7 | 38 11 | 32 8 | 35 | 34 10 | 43 11 | 35 | 33 9 | 34 14 | 36 9 |
| Decrease my bills a lide | | 0 | 2 | 0 | 4 | 1 | 2 | 0 | 1 | 1 | 1 | 2 | 2 | 2 | 9 | 1 | 2 | 2 | 2 | 3 | 1 | 1 | 3 | 14 | 2 |
| TOTAL DECREASE BILLS | | 8 | 15 | 14 | 7 | 7 | 16 | 11 | 12 | 9 | 11 | 11 | 13 | 14 | 10 | 8 | 13 | 10 | 11 | 13 | 12 | 9 | 12 | 15 | 11 |
| Don't know | | 19 | 23 | 21 | 15 | 19 | 23 | 21 | 22 | 18 | 17 | 29 | 26 | 27 | 20 | 20 | 23 | 24 | 23 | 25 | 26 | 25 | 22 | 22 | 23 |
| | | • • • | - | | - | | - | | | | • | | | | | | | • • | | | | | | | |

YouGov / Commonwealth Surve

Sample Size: 2032 GB Adults

| Fieldwork: 23rd - 24th July 2024 | | | A 114 | | | | <u> </u> | | | | |
|---|--|---|---|---|---|---|---|--|---|--|--|
| 4 | | : | Split | | , | | Gross house | hold income | | | |
| | Total | Saw 'GB Energy' | Did not see 'GB Energy' | Under £20,000 | £20,000 to £29,999 per year | £30,000 to £39,999 per year | £40,000 to £49,999 per year | £50,000 to £59,999 per year | £60,000 to £69,999 per year | £70,000 to £99,999 per year | £100,000 and over |
| Weighted Sample | 2032 | 1089 | 943 | 327 | 258 | 238 | 174 | 118 | 107 | 181 | 111 |
| Unweighted Sample | 2032 | 1060 | 972 | 316 | 268 | 248 | 176 | 135 | 119 | 184 | 110 |
| | % | % | % | % | % | % | % | % | % | % | % |
| Fo what extent would you personally support or oppose a policy to create 'GB Energy' - a publicly owned energy company which supports the transition to renewable energy and clean power technologies? | | | | | | | | | | | |
| Asked to a random half of the sample; n=1060] | | 00 | o | 07 | 05 | 00 | 05 | 20 | 20 | 07 | 07 |
| Strongly support | | 28 | 0 | 27 | 25 | 22 | 35 | 30 | 39 | 37 | 37 |
| Somewhat support | 34 | 34 | 0 | 30 | 36 | 40 | 41 | 36 | 29 | 35 | 29 |
| TOTAL SUPPORT | | 62 | 0 0 | 57 19 | 61 14 | 62 15 | 76 13 | 66 7 | 68 16 | 72 12 | 66 15 |
| Neither support nor oppose | 15 | 15 | | | | | 13 | | | | |
| Somewhat oppose | 5 | 5 | 0 0 | 2 | 6 7 | 5 | | 13 | 9 2 | 5 | 2 9 |
| Strongly oppose | 6 | 6 | - | 10 | | 4 9 | 4 | 8 | | 2 | |
| TOTAL OPPOSE Don't know | 11 11 | 11 11 | 0 | 12 12 | 13 12 | 9 15 | 5 6 | 21 6 | 11 4 | 9 | 11 9 |
| Fo what extent would you personally support or oppose a policy to create a publicly owned energy company which supports the transition to consurable operary and clean power. | 1 | | , in the second s | | | | Ū | | | | |
| oppose a policy to create a publicly owned | 1 | | | | | | C | | | | |
| oppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power rechnologies? | | 0 | 33 | 26 | 32 | 39 | 31 | 45 | 49 | 35 | 42 |
| oppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power technologies? "Asked to a random half of the sample; n=972] | | | | | | | | 45 33 | 49 34 | 35 37 | 42 31 |
| poppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power technologies? "Asked to a random half of the sample; n=972] Strongly support | 33 31 | 0 | 33 | 26 | 32 | 39 | 31 | | | | |
| poppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power sechnologies? (Asked to a random half of the sample; n=972] Strongly support Somewhat support | 33 31 64 16 | 0 0 | 33 31 64 16 | 26 36 62 15 | 32 38 70 10 | 39 28 | 31 33 | 33 78 9 | 34 83 5 | 37 | 31 73 16 |
| poppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power sechnologies? (Asked to a random half of the sample; n=972) Strongly support Somewhat support TOTAL SUPPORT | 33 31 64 16 5 | 0 0 0 | 33 31 64 16 5 | 26 36 62 15 2 | 32 38 70 10 5 | 39 28 67 17 4 | 31 33 64 16 14 | 33 78 9 3 | 34 83 5 7 | 37 72 17 1 | 31 73 16 3 |
| poppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power technologies? Asked to a random half of the sample; n=972] Strongly support Somewhat support TOTAL SUPPORT Neither support nor oppose Somewhat oppose Strongly oppose | 33 31 64 16 5 5 | 0 0 0 0 0 0 | 33 31 64 16 5 5 5 | 26 36 62 15 2 5 | 32 38 70 10 5 6 | 39 28 67 17 4 6 | 31 33 64 16 14 3 | 33 78 9 3 4 | 34 83 5 7 2 | 37 72 17 1 8 | 31 73 16 3 1 |
| poppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power sechnologies? 'Asked to a random half of the sample; n=972] Strongly support Somewhat support TOTAL SUPPORT Neither support nor oppose Somewhat oppose Strongly oppose TOTAL OPPOSE | 33 31 64 16 5 5 10 | 0 0 0 0 0 0 0 | 33 31 64 16 5 5 5 10 | 26 36 62 15 2 5 7 | 32 38 70 10 5 6 11 | 39 28 67 17 4 6 10 | 31 33 64 16 14 3 17 | 33 78 9 3 4 7 | 34 83 5 7 2 9 | 37 72 17 1 8 9 | 31 73 16 3 1 4 |
| poppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power sechnologies? 'Asked to a random half of the sample; n=972] Strongly support Somewhat support TOTAL SUPPORT Neither support nor oppose Somewhat oppose Strongly oppose TOTAL OPPOSE Don't know | 33 31 64 16 5 5 | 0 0 0 0 0 0 | 33 31 64 16 5 5 5 | 26 36 62 15 2 5 | 32 38 70 10 5 6 | 39 28 67 17 4 6 | 31 33 64 16 14 3 | 33 78 9 3 4 | 34 83 5 7 2 | 37 72 17 1 8 | 31 73 16 3 1 |
| poppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power sechnologies? 'Asked to a random half of the sample; n=972] Strongly support Somewhat support TOTAL SUPPORT Neither support nor oppose Somewhat oppose Strongly oppose TOTAL OPPOSE Don't know What impact, if any, do you personally expect GB Energy to have on your energy bills in the next | 33 31 64 16 5 5 10 | 0 0 0 0 0 0 0 | 33 31 64 16 5 5 5 10 | 26 36 62 15 2 5 7 | 32 38 70 10 5 6 11 | 39 28 67 17 4 6 10 | 31 33 64 16 14 3 17 | 33 78 9 3 4 7 | 34 83 5 7 2 9 | 37 72 17 1 8 9 | 31 73 16 3 1 4 |
| poppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power sechnologies? 'Asked to a random half of the sample; n=972] Strongly support Somewhat support TOTAL SUPPORT Neither support nor oppose Somewhat oppose Strongly oppose TOTAL OPPOSE Don't know What impact, if any, do you personally expect GB Energy to have on your energy bills in the next Twelve months? | 333 331 64 16 5 5 10 9 | 0 0 0 0 0 0 0 | 33 31 64 16 5 5 5 10 9 | 26 36 62 15 2 5 7 16 | 32 38 70 10 5 6 11 9 | 39 28 67 17 4 6 10 6 | 31 33 64 16 14 3 17 4 | 33 78 9 3 4 7 7 | 34 83 5 7 2 9 3 | 37 72 17 1 8 9 3 | 31 73 16 3 1 4 7 |
| poppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power sechnologies? (Asked to a random half of the sample; n=972] Strongly support Somewhat support TOTAL SUPPORT Neither support nor oppose Somewhat oppose Strongly oppose TOTAL OPPOSE Don't know What impact, if any, do you personally expect GB Energy to have on your energy bills in the next Twelve months? | 33 31 64 5 5 10 9 | 0 0 0 0 0 0 0 | 33 31 64 16 5 5 10 9 | 26 36 62 15 2 5 7 16 | 32 38 70 10 5 6 11 9 | 39 28 67 17 4 6 10 6 | 31 33 64 16 14 3 17 4 | 33 78 9 3 4 7 7 7 | 34 83 5 7 2 9 3 3 | 37 72 17 1 8 9 3 3 | 31 73 16 3 1 4 7 |
| oppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power sechnologies? (Asked to a random half of the sample; n=972) Strongly support Somewhat support TOTAL SUPPORT Neither support nor oppose Somewhat oppose Strongly oppose TOTAL OPPOSE Don't know What impact, if any, do you personally expect GB Energy to have on your energy bills in the next Twelve months? | 33 31 64 16 5 5 10 9 | 0 0 0 0 0 0 0 | 33 31 64 16 5 5 5 10 9 | 26 36 62 15 2 5 7 16 | 32 38 70 10 5 6 11 9 | 39 28 67 17 4 6 10 6 | 31 33 64 16 14 3 17 4 | 33 78 9 3 4 7 7 | 34 83 5 7 2 9 3 | 37 72 17 1 8 9 3 | 31 73 16 3 1 4 7 |
| poppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power sechnologies? (Asked to a random half of the sample; n=972] Strongly support Somewhat support TOTAL SUPPORT Neither support nor oppose Somewhat oppose Strongly oppose TOTAL OPPOSE Don't know What impact, if any, do you personally expect GB Energy to have on your energy bills in the next Twelve months? | 33 31 64 16 5 5 10 9 | 0 0 0 0 0 0 0 0 9 17 | 33 31 64 16 5 5 10 9 | 26 36 62 15 2 5 7 16 | 32 38 70 10 5 6 11 9 | 39 28 67 17 4 6 10 6 11 20 | 31 33 64 16 14 3 17 4 8 23 | 33 78 9 3 4 7 7 7 8 | 34 83 5 7 2 9 3 3 9 | 37 72 17 1 8 9 3 3 5 | 31 73 16 3 1 4 7 7 7 19 |
| poppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power technologies? (Asked to a random half of the sample; n=972) Strongly support Somewhat support TOTAL SUPPORT Neither support nor oppose Strongly oppose TOTAL OPPOSE Don't know What impact, if any, do you personally expect GB Energy to have on your energy bills in the next Twelve months? Increase my bills a lot Increase my bills a little TOTAL INCREASE BILLS No impact | 33 31 64 16 5 5 10 9 9 11 19 30 | 0 0 0 0 0 0 0 0 9 17 26 | 33 31 64 16 5 5 10 9 13 21 34 | 26 36 62 15 2 5 7 16 15 21 36 | 32 38 70 5 6 11 9 10 17 27 | 39 28 67 17 4 6 10 6 10 6 | 31 33 64 14 3 17 4 8 23 31 | 33 78 9 3 4 7 7 7 8 14 22 | 34 83 5 7 2 9 3 3 9 17 26 | 37 72 17 1 8 9 3 3 5 17 22 | 31 73 16 3 1 4 7 7 9 26 |
| poppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power sechnologies? 'Asked to a random half of the sample; n=972] Strongly support Somewhat support TOTAL SUPPORT Neither support nor oppose Somewhat oppose Strongly oppose TOTAL OPPOSE Don't know What impact, if any, do you personally expect GB Energy to have on your energy bills in the next Twelve months? Increase my bills a little TOTAL INCREASE BILLS No impact | 33 31 64 16 5 10 9 11 19 30 36 | 0 0 0 0 0 0 0 0 0 0 9 177 26 38 | 33 31 64 16 5 5 10 9 13 21 34 32 | 26 36 62 15 2 5 7 16 15 21 36 34 | 32 38 70 10 5 6 11 9 10 17 27 37 | 39 28 67 17 4 6 10 6 10 6 11 20 31 35 | 31 33 64 16 14 3 17 4 8 23 31 39 | 33 78 9 3 4 7 7 7 8 14 22 42 | 34 83 5 7 2 9 3 3 9 17 26 43 | 37 72 17 1 8 9 3 3 5 17 22 46 | 31 73 16 3 1 4 7 7 9 26 46 |
| poppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power technologies? (Asked to a random half of the sample; n=972) Strongly support Somewhat support TOTAL SUPPORT Neither support nor oppose Strongly oppose TOTAL OPPOSE Don't know What impact, if any, do you personally expect GB Energy to have on your energy bills in the next Twelve months? Increase my bills a lot Increase my bills a little TOTAL INCREASE BILLS No impact | 33 31 64 16 5 5 10 9 11 19 30 36 10 | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 33 31 64 16 5 5 10 9 9 13 21 34 32 7 | 26 36 62 15 2 5 7 16 15 21 36 34 7 | 32 38 70 10 5 6 11 9 10 17 27 37 8 | 39 28 67 17 4 6 10 6 11 20 31 35 11 | 31 33 64 16 14 3 17 4 8 8 23 31 39 12 | 33 78 9 3 4 7 7 7 8 8 14 22 42 14 | 34 83 5 7 2 9 3 3 9 17 26 43 12 | 37 72 17 1 8 9 3 3 5 17 22 46 15 | 31 73 16 3 1 4 7 7 19 26 46 7 |

Sample Size: 2032 GB Adults Fieldwork: 23rd - 24th July 2024

| | | | Vote | in 2024 | GE | Vo | te in 2 | 019 GE | EU Ret | f 2016 | Ge | ender | | Aç | je | | Social | Grade | | Country | у | | Region ir | n England | |
|---|-------|----------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|
| | Total | Con | Lab | Lib Dem | Reform UK | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE | England | Wales | Scotland | North | Midlands | London | Rest of South |
| Weighted Sample | 2032 | 366 | 522 | 187 | 219 | 670 | 440 | 165 | 716 | 757 | 983 | 1049 | 213 | 839 | 502 | | | 874 | 1758 | 98 | 177 | 482 | 333 | 246 | 697 |
| Unweighted Sample | | | | 234 | 289 | | 504 | 191 | 842 | 736 | 932 | 1100 | 147 | 864 | | | | 796 | 1736 | 109 | 187 | 495 | 344 | 197 | 700 |
| Eine maar 2 | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Five years? Increase my bills a lot | 15 | 26 | 4 | 5 | 34 | 25 | 5 | 11 | 8 | 23 | 15 | 14 | 10 | 9 | 16 | 26 | 13 | 17 | 16 | 10 | 10 | 15 | 19 | 12 | 15 |
| Increase my bills a little | | 17 | 10 | 16 | 16 | 17 | 11 | 14 | 13 | 16 | 15 | 14 | 16 | 11 | 15 | 19 | 14 | 15 | 15 | 20 | 10 | 14 | 12 | 15 | 16 |
| TOTAL INCREASE BILLS | | 43 | 14 | 21 | 50 | 42 | 16 | 25 | 21 | 39 | 30 | 28 | 26 | 20 | 31 | 45 | 27 | 32 | 31 | 30 | 20 | 29 | 31 | 27 | 31 |
| No impact | 10 | 12 | 10 | 7 | 11 | 12 | 8 | 8 | 10 | 10 | 13 | 7 | 5 | 11 | 12 | 9 | 10 | 10 | 10 | 8 | 15 | 11 | 8 | 15 | 7 |
| Decrease my bills a little | 28 | 19 | 41 | 41 | 16 | 20 | 43 | 37 | 37 | 23 | 30 | 26 | 33 | 30 | 28 | 22 | 30 | 25 | 28 | 25 | 33 | 27 | 28 | 23 | 29 |
| Decrease my bills a lot | | 6 | 12 | 6 | 7 | 5 | 11 | 5 | 10 | 6 | 8 | 8 | 9 | 11 | 7 | 3 | 9 | 7 | 8 | 8 | 7 | 8 | 9 | 11 | 8 |
| TOTAL DECREASE BILLS | | 25 | 53 | 47 | 23 | 25 | | 42 | 47 | 29 | 38 | 34 | 42 | 41 | 35 | 25 | 39 | 32 | 36 | 33 | 40 | 35 | 37 | 34 | 37 |
| Ten years? | 25 | 20 | 24 | 24 | 16 | 21 | 22 | 26 | 22 | 21 | 18 | 31 | 28 | 28 | 22 | 21 | 24 | 26 | 24 | 29 | 26 | 24 | 23 | 24 | 25 |
| Increase my bills a lot | 16 | 27 | 4 | 6 | 35 | 26 | 7 | 10 | 9 | 24 | 18 | 15 | 15 | 11 | 16 | 27 | 14 | 20 | 17 | 12 | 11 | 19 | 20 | 13 | 16 |
| Increase my bills a little | 9 | 13 | 7 | 9 | 10 | 11 | 6 | 9 | 9 | 10 | 9 | 9 | 5 | 7 | 10 | 14 | 10 | 8 | 10 | 8 | 4 | 10 | 7 | 9 | 11 |
| TOTAL INCREASE BILLS | 25 | 40 | 11 | 15 | 45 | 37 | 13 | 19 | 18 | 34 | 27 | 24 | 20 | 18 | 26 | 41 | 24 | 28 | 27 | 20 | 15 | 29 | 27 | 22 | 27 |
| No impact | | 10 | 7 | 4 | 11 | 11 | 5 | 6 | 7 | 10 | 10 | 6 | 5 | 9 | 10 | 6 | 7 | 9 | 7 | 7 | 15 | 8 | 8 | 9 | 6 |
| Decrease my bills a little | | 13 | 22 | 29 | 14 | 13 | | 29 | 23 | 15 | 19 | 16 | 14 | 17 | 19 | 16 | 18 | 15 | 17 | 17 | 19 | 14 | 21 | 15 | 17 |
| Decrease my bills a lot | | 13 | 34 | 27 | 12 | 14 | | 21 | 28 | 17 | 25 | 22 | 33 | 28 | 22 | 12 | 25 | 21 | 23 | 22 | 25 | 24 | 19 | 28 | 23 |
| TOTAL DECREASE BILLS Don't know | - | 26 24 | 56 24 | 56 24 | 26 18 | 27 23 | 58 23 | 50 26 | 51 23 | 32 23 | 44 19 | 38 32 | 47 29 | 45 29 | 41 23 | 28 24 | 43 26 | 36 26 | 40 26 | 39 34 | 44 26 | 38 25 | 40 25 | 43 25 | 40 27 |
| To the best of your own knowledge, and as far as you understand, which of the following do you feel BEST describes 'GB Energy'? | | 1 | | | | I | | | I | | I | | I | | | | I | | I | | | I | | | |
| A state-owned owned energy company that I can purchase energy from to supply my home | | 12 | 10 | 9 | 14 | 11 | 12 | 10 | 11 | 13 | 13 | 9 | 7 | 10 | 11 | 12 | 11 | 11 | 11 | 9 | 9 | 11 | 12 | 9 | 11 |
| A state-owned owned energy company which builds, owns and operates renewable energy sources | 28 | 23 | 36 | 35 | 25 | 25 | 33 | 37 | 31 | 25 | 31 | 25 | 30 | 28 | 25 | 29 | 28 | 27 | 28 | 31 | 28 | 26 | 27 | 34 | 27 |
| A state-owned company which provides investment and incentives for private companies to develop and build renewable energy sources and infrastructure | 13 | 13 | 15 | 18 | 11 | 13 | 17 | 16 | 17 | 10 | 16 | 10 | 11 | 14 | 15 | 10 | 14 | 12 | 13 | 8 | 14 | 12 | 15 | 14 | 13 |
| A state-owned company which seeks out and encourages private investment to expand Britain's renewable energy sources and infrastructure | 9 | 11 | 9 | 10 | 8 | 11 | 9 | 8 | 10 | 9 | 10 | 7 | 9 | 7 | 10 | 10 | 10 | 8 | 9 | 10 | 10 | 8 | 9 | 9 | 9 |
| None of these Don't know | | 6 34 | 1 28 | 2 26 | 10 33 | 5 34 | 1 28 | 0 27 | 2 29 | 6 36 | 5 25 | 3 47 | 4 38 | 2 38 | 5 33 | 4 35 | 4 34 | 4 39 | 4 36 | 3 40 | 5 35 | 3 40 | 5 32 | 4 30 | 3 38 |

Sample Size: 2032 GB Adults

Fieldwork: 23rd - 24th July 2024

| | | | Split | | 1 | r | Gross house | hold income | | | |
|---|--------|--------------------|----------------------------|------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|--|---------------------|
| | Total | Saw 'GB Energy' | Did not see 'GB Energy' | Under £20,000 | £20,000 to £29,999 per year | £30,000 to £39,999 per year | £40,000 to £49,999 per year | £50,000 to £59,999 per year | £60,000 to £69,999 per year | £70,000 to £99,999 per year 181 184 % 7 14 21 14 31 17 48 16 8 10 18 10 18 10 23 31 10 18 10 23 31 14 18 10 14 36 14 14 13 36 | £100,000 and ove |
| Weighted Sample | 2032 | 1089 | 943 | 327 | 258 | 238 | 174 | 118 | 107 | 181 | 111 |
| Unweighted Sample | 2032 | 1060 | 972 | 316 | 268 | 248 | 176 | 135 | 119 | 184 | 110 |
| | % | % | % | % | % | % | % | % | % | % | % |
| .Five years? | 1 | | ·- 1 | | | | | | _ | _ | |
| Increase my bills a lot | | 13 | 17 | 19 | 16 | 13 | 12 | 16 | 7 | | 9 |
| Increase my bills a little | | 12 | 18 | 19 38 | 14 30 | 16 | 16 28 | 9 | 19 | | 13 |
| TOTAL INCREASE BILLS | | 25 9 | 35 11 | 38 10 | 30 12 | 29 9 | 28 6 | 25 12 | 26 6 | | 22 16 |
| No impact | | 9 32 | 23 | 22 | 12 | 9 35 | 6 39 | 31 | 6 40 | | 29 |
| Decrease my bills a little Decrease my bills a lot | | 32 10 | 23 7 | 8 | 6 | 35 6 | 39 10 | 8 | 40 8 | | 29 10 |
| TOTAL DECREASE BILLS | | 42 | 30 | 30 | 33 | 41 | 49 | 39 | 48 | | 39 |
| Don't know | | 42 24 | 25 | 22 | 25 | 21 | 49 16 | 24 | 40 21 | | 24 |
| .Ten years? | 23 | 24 | 25 | 22 | 25 | 21 | 10 | 24 | 21 | 10 | 24 |
| Increase my bills a lot | 16 | 14 | 20 | 23 | 16 | 15 | 14 | 16 | 8 | 8 | 10 |
| Increase my bills a little | 9 | 8 | 11 | 13 | 7 | 6 | 11 | 8 | 12 | | 9 |
| TOTAL INCREASE BILLS | | 22 | 31 | 36 | 23 | 21 | 25 | 24 | 20 | - | 19 |
| No impact | | 7 | 9 | 7 | 13 | 10 | 8 | 7 | 4 | - | 9 |
| Decrease my bills a little | | 18 | 16 | 15 | 18 | 22 | 16 | 17 | 26 | | 16 |
| Decrease my bills a lot | 23 | 28 | 18 | 20 | 21 | 26 | 33 | 28 | 25 | 31 | 30 |
| TOTAL DECREASE BILLS | 40 | 46 | 34 | 35 | 39 | 48 | 49 | 45 | 51 | 54 | 46 |
| Don't know | 26 | 25 | 27 | 23 | 24 | 22 | 18 | 24 | 25 | 18 | 25 |
| o the best of your own knowledge, and as far as ou understand, which of the following do you eel BEST describes 'GB Energy'? | I | | I | | | | | | | | |
| A state-owned owned energy company that I can purchase energy from to supply my home | 11 | 12 | 9 | 10 | 12 | 15 | 8 | 13 | 8 | 14 | 6 |
| A state-owned owned energy company which builds, owns and operates renewable energy sources | 28 | 29 | 27 | 25 | 31 | 29 | 34 | 25 | 38 | 36 | 34 |
| A state-owned company which provides investment and incentives for private companies to develop and build renewable energy sources and infrastructure | 13 | 13 | 13 | 10 | 12 | 11 | 14 | 19 | 19 | 14 | 25 |
| | | 0 | 8 | 9 | 10 | 10 | 7 | 11 | 6 | 13 | 9 |
| A state-owned company which seeks out and encourages private investment to expand Britain's renewable energy sources and infrastructure | 9 | 9 | 0 | | | | | | | | |
| encourages private investment to expand Britain's | 9 4 | 3 | 6 | 3 | 4 | 3 | 0 | 3 | 3 | 2 | 4 |



Sample Size: 2032 GB Adults Fieldwork: 23rd - 24th July 2024

| Fieldwork: 23rd - 24th July 2024 | | | Vote | in 2024 (| GE | Vo | te in 20 |)19 GE | EU Ref | 2016 | Ge | ender | | Ac | ie | | Social | Grade | | Country | , | | Region in | England | |
|---|-------|----------|----------|------------|--------------|----------|----------|----------|----------|----------|----------|-----------|----------|----------|----------|----------|-----------|----------|-----------|---------|----------|----------|-----------|----------|------------------|
| | | | | | - | | | | | | | | | | | | | 0.000 | | | | | | | |
| | Total | Con | Lab | Lib Dem | Reform UK | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE | England | Wales | Scotland | North | Midlands | London | Rest of South |
| Weighted Sample | | | 522 | 187 | 219 | 670 | | 165 | 716 | 757 | 983 | 1049 | 213 | 839 | | | 1158 | 874 | 1758 | 98 | 177 | 482 | 333 | 246 | 697 |
| Unweighted Sample | 2032 | 299 % | 592 % | 234 % | 289 % | 674 % | 504 % | 191 % | 842 % | 736 % | 932 % | 1100 % | 147 % | 864 % | 519 % | 502 % | 1236 % | 796 % | 1736 % | 109 | 187 % | 495 % | 344 % | 197 % | 700 % |
| And if you could decide how 'GB Energy' was | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 76 | 70 | 70 | 70 | 76 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 76 | 70 | 70 | 70 | 70 |
| going to be set up, which of the following would you personally MOST want 'GB Energy' to be? | | | | | | | | | | | | | | | | | | | | | | | | | |
| A state-owned owned energy company that I can purchase energy from to supply my home | | 20 | 20 | 13 | 25 | 20 | 24 | 11 | 19 | 23 | 21 | 18 | 9 | 18 | 24 | 22 | 18 | 21 | 19 | 17 | 21 | 23 | 18 | 16 | 19 |
| A state-owned owned energy company which builds, owns and operates renewable energy sources | 32 | 19 | 43 | 44 | 23 | 25 | 42 | 49 | 40 | 26 | 34 | 29 | 37 | 34 | 31 | 26 | 33 | 30 | 31 | 34 | 35 | 29 | 36 | 39 | 28 |
| A state-owned company which provides investment and incentives for private companies to develop and build renewable energy sources and infrastructure | 9 | 8 | 11 | 12 | 6 | 8 | 9 | 13 | 10 | 7 | 11 | 6 | 8 | 10 | 8 | 8 | 10 | 6 | 9 | 7 | 6 | 8 | 12 | 9 | 8 |
| A state-owned company which seeks out and encourages private investment to expand Britain's renewable energy sources and infrastructure | 9 | 19 | 6 | 13 | 7 | 14 | 5 | 12 | 10 | 10 | 10 | 9 | 13 | 6 | 9 | 15 | 10 | 9 | 10 | 4 | 7 | 8 | 8 | 9 | 13 |
| None of these Don't know | | 14 20 | 1 19 | 3 15 | 18 22 | 12 22 | 1 20 | 1 13 | 2 19 | 13 20 | 8 16 | 6 31 | 4 29 | 4 28 | 9 19 | 11 19 | 5 23 | 9 25 | 7 24 | 8 31 | 8 24 | 6 26 | 8 18 | 6 20 | 6 26 |
| And are there any other functions that you would personally like to see 'GB Energy' fulfil? Please tick all that apply Would you like it to be | | | | | | | | | | | | | | | | | | | | | | | | | |
| [Excluding those who said 'None of these' or 'Don't know'; n=1447] | | 1 | | | | 1 | | | i | | 1 | I | 1 | | | | I | | 1 | | I | | | | |
| A state-owned owned energy company that I can purchase energy from to supply my home | | 27 | 41 | 44 | 30 | 29 | 42 | 47 | 41 | 33 | 34 | 38 | 34 | 38 | 35 | 33 | 35 | 37 | 35 | 40 | 40 | 31 | 37 | 42 | 34 |
| A state-owned owned energy company which builds, owns and operates renewable energy sources | 27 | 24 | 27 | 21 | 26 | 23 | 30 | 20 | 26 | 25 | 30 | 23 | 28 | 28 | 25 | 25 | 25 | 28 | 27 | 24 | 24 | 28 | 26 | 19 | 30 |
| A state-owned company which provides investment and incentives for private companies to develop and build renewable energy sources and infrastructure | 25 | 24 | 27 | 31 | 19 | 22 | 25 | 30 | 26 | 21 | 25 | 25 | 38 | 23 | 26 | 21 | 28 | 20 | 26 | 19 | 19 | 27 | 20 | 23 | 28 |
| A state-owned company which seeks out and encourages private investment to expand Britain's renewable energy sources and infrastructure | 27 | 24 | 32 | 34 | 22 | 24 | 29 | 36 | 30 | 22 | 29 | 24 | 34 | 27 | 26 | 24 | 30 | 22 | 27 | 31 | 22 | 26 | 24 | 32 | 28 |
| None of these Don't know | | 12 10 | 3 10 | 2 10 | 10 10 | 11 10 | 4 11 | 2 8 | 5 8 | 8 12 | 7 8 | 5 14 | 9 12 | 5 12 | 7 10 | 6 9 | 7 9 | 5 13 | 6 10 | 7 10 | 6 16 | 6 12 | 7 11 | 8 9 | 5 9 |

Sample Size: 2032 GB Adults Fieldwork: 23rd - 24th July 2024

| | Fieldwork: 23rd - 24th July 2024 | | | | | | | | | | | |
|--|---|----|---------|---------|---------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------------------------|----------------------|
| Total Sinv Ga Older of Energy E3939 per (25939 per (2593 per (259 | | | 5 | split | | | | Gross house | hold income | | · · · · · · · · · · · · · · · · · · · | |
| Unweighed Sample 2022 1000 972 316 208 248 176 135 119 184 110 And if you could decide how 'GB Energy' was going to be set up, which of the following would you personally MOST want 'GB Energy' to be? No % <th></th> <th></th> <th>Energy'</th> <th>Energy'</th> <th>£20,000</th> <th>£29,999 per year</th> <th>£39,999 per year</th> <th>£49,999 per year</th> <th>£59,999 per year</th> <th>£69,999 per year</th> <th>£99,999 per year</th> <th>£100,000 and over</th> | | | Energy' | Energy' | £20,000 | £29,999 per year | £39,999 per year | £49,999 per year | £59,999 per year | £69,999 per year | £99,999 per year | £100,000 and over |
| And if you could decide how 'GB Energy' was going to be set up, which of the following would you personally like to see energy from to supply my home A state-owned owned energy company which builds, owns and operates renewable energy sources 92 21 18 24 19 27 21 18 24 17 15 A state-owned owned energy company which builds, owns and operates renewable energy sources and operates renewable energy sources and infrastructure 9 8 5 11 6 11 11 10 12 16 A state-owned company which brovides investment and incentives for private ompanies to develop and build renewable energy sources and infrastructure 9 8 5 11 6 11 11 10 12 16 A state-owned company which breeks out and encourages private investment to expand britain's nervexable energy sources and infrastructure 9 10 9 10 11 6 7 14 9 12 17 And are there any other functions that you would personally like to see 'GB Energy' fully Please tick all that apply Would you like it to be 7 26 27 28 27 26 27 28 27 26 27 | | | | | | | | | | | | |
| And if you could decide how 'GB Energy' was going to be an under the following would you personally MOST want 'GB Energy' to be? A state-owned owned energy company that I can purchase energy from to supply my home and operates renewable energy sources 19 21 18 24 19 27 21 18 24 17 15 A state-owned owned energy company that I can purchase energy from to supply my home and operates renewable energy sources 32 31 32 27 34 34 39 32 40 40 36 A state-owned company which provides investment and incentives for private company which seeks out and build renewable energy sources and infrastructure 9 9 8 5 11 6 11 11 10 12 16 A state-owned company which provides investment and incentives and infrastructure 9 9 8 5 11 6 11 11 10 12 16 A state-owned company which seeks out and energy company that lease and find structure 9 10 9 10 11 6 7 14 9 12 17 None of these '' the second infrastructure 7 6 7 8 4 5 <t< td=""><td>Unweighted Sample</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>-</td><td></td></t<> | Unweighted Sample | | | | | | | | | | - | |
| application of the following would you personally MOST want 'GB Energy' to be?A state-owned owned energy company that Loan purchase energy from to supply my hom and operates renerwable energy sources1921182419272118241715A state-owned owned energy company thich builds owns and operates renerwable energy sources3231322734343932404036A state-owned company which builds encourses and infrastructure monotes to private companies to develop and build renewable energy sources and infrastructure bork mode99851161111101216A state-owned company which seeks out and encourses private investment to expand Britinas bork mode91091011671491217A state-owned company which seeks out and encourses and infrastructure bork mode767845283456And are there any other functions that you would personally like to see 'GB Energy' tuffit? Please tick all that apply Would you like it to be726272827282627262728272627262728272627262728272827262728272627282726272827262728272627< | | % | % | % | % | % | % | % | % | % | % | % |
| purchase energy from to supply my home 19 21 16 24 19 21 16 24 17 15 A state-owned owned denergy company which builds, owns and operates renewable energy sources and infrastructure 32 31 32 27 34 34 39 32 40 40 36 A state-owned company which provides investment and incentives for private companies to develop and 9 9 8 5 11 6 11 11 10 12 16 A state-owned company which seeks out and encourages private investment to expand Britain's 9 9 10 9 10 11 6 7 14 9 12 17 None of these 7 6 7 8 4 5 2 8 3 5 6 Don't know 72 23 25 27 22 20 18 14 13 10 And are there any other functions that you would personally like to see '08 Energy' full? Please tick all that apply 34 38 33 30 35 40 42 38 40 32 A state-o | going to be set up, which of the following would | | | | | | | | | | | |
| owns and operates renewable energy sources3231322734343932404036A state-owned company which provides investment and incentives for private companies to develop and build renewable energy sources and infrastructure99851161111101216A state-owned company which seeks out and encourages private investment to expand Britains renewable energy sources and infrastructure91091011671491217None of these76784528356Dort know2423252722222018141310And are there any other functions that you would personally like to see 'GB Energy' fulfil? Please tick all that apply Would you like it to be3634383330354042384032A state-owned owned energy company which builds, owns and operates renewable energy sources2726272827282527262722A state-owned company which provides investment and incentives for private investment build renewable energy sources and infrastructure27262224212424302928A state-owned company which provides investment build renewable energy sources and infrastructure2726222629312325 <td></td> <td>19</td> <td>21</td> <td>18</td> <td>24</td> <td>19</td> <td>27</td> <td>21</td> <td>18</td> <td>24</td> <td>17</td> <td>15</td> | | 19 | 21 | 18 | 24 | 19 | 27 | 21 | 18 | 24 | 17 | 15 |
| and incentives for private companies to develop and build renewable energy sources and infrastructure99851161111101216A state-owned company which seeks out and encourages private investment to expand Britain's renewable energy sources and infrastructure91091011671491217None of these personally like to see 'OB Energy fulfil? Please tick all that apply Would you like it to be76784528356Excluding the downed energy company that I can purchase energy from to supply my home and operates renewable energy company which builds, owns and operates renewable energy sources3634383330354042384032A state-owned company which provides investment and incentives for private companies to develop and and incentives for private companies to develop and and incentives energy sources and infrastructure2726272827282527262728A state-owned company which provides investment and incentives for private companies to develop and and incentives for private investment to expand Britain's renewable energy sources and infrastructure27262226293123253330A state-owned company which provides investment and incentives for private investment to expand Britain's renewable energy sources and infrastructure27262226293123 <td></td> <td>32</td> <td>31</td> <td>32</td> <td>27</td> <td>34</td> <td>34</td> <td>39</td> <td>32</td> <td>40</td> <td>40</td> <td>36</td> | | 32 | 31 | 32 | 27 | 34 | 34 | 39 | 32 | 40 | 40 | 36 |
| encourages private investment to expand Britain's91091011671491217None of these767784528356And are there any other functions that you would personally like to see 'GB Energy' fulfil? Please tick all that appy Would you like it to be7678452283566Excluding functions that you would personally like to see 'GB Energy' fulfil? Please tick all that appy Would you like it to be767283330354042384032Excluding functions that you would personally like to see 'GB Energy' fulfil? Please tick all that appy Would you like it to be72627283330354042384032Excluding functions what apply would you like it to be3634383330354042384032A state-owned owned energy company that I can purchase energy from to supply my home owns and operates renewable energy sources2726272827282527262722A state-owned company which provides investment and incentives for private companies to develop and build renewable energy sources and infrastructure27262226293123253330A state-owned company which peeks out and encoura | and incentives for private companies to develop and | 9 | 9 | 8 | 5 | 11 | 6 | 11 | 11 | 10 | 12 | 16 |
| Don't know2423252722222018141310And are there any other functions that you would personally like to see 'GB Energy' fulfil? Please tick all that apply Would you like it to be | encourages private investment to expand Britain's | 9 | 10 | 9 | 10 | 11 | 6 | 7 | 14 | 9 | 12 | 17 |
| personally like to see 'GB Energy' fulfil? Please tick all that apply Would you like it to be[Excluding those who said 'None of these' or 'Don't know'; n=1447]A state-owned owned energy company that I can purchase energy from to supply my home36A state-owned owned energy company that I can purchase energy from to supply my home37A state-owned owned energy company which builds, owns and operates renewable energy sources2728A state-owned company which provides investment and incentives for private companies to develop and build renewable energy sources and infrastructure27282920212223242526272829202122232425262728292920 </td <td></td> | | | | | | | | | | | | |
| know; n=1447]A state-owned owned energy company that I can purchase energy from to supply my home3634383330354042384032A state-owned owned energy company which builds, owns and operates renewable energy sources2726272827282527262722A state-owned company which provides investment and incentives for private companies to develop and build renewable energy sources and infrastructure2524262224212424302928A state-owned company which provides investment and incentives for private companies to develop and build renewable energy sources and infrastructure27262224212424302928A state-owned company which seeks out and encourages private investment to expand Britain's renewable energy sources and infrastructure27262226293123253330None of these684776544311 | personally like to see 'GB Energy' fulfil? Please tick all that apply | | | | | | | | | | | |
| purchase energy from to supply my home3634383330334042384032A state-owned owned energy company which builds, owns and operates renewable energy sources2726272827282527262722A state-owned company which provides investment and incentives for private companies to develop and build renewable energy sources and infrastructure2524262224212424302928A state-owned company which seeks out and encourages private investment to expand Britain's renewable energy sources and infrastructure27262226293123253330None of these684776544311 | know'; n=1447] | | | | | | | | | | | |
| owns and operates renewable energy sources27282728272827202722A state-owned company which provides investment and incentives for private companies to develop and build renewable energy sources and infrastructure2524262224212424302928A state-owned company which seeks out and encourages private investment to expand Britain's renewable energy sources and infrastructure27262226293123253330None of these684776544311 | | | 34 | 38 | 33 | 30 | 35 | 40 | 42 | 38 | 40 | 32 |
| and incentives for private companies to develop and build renewable energy sources and infrastructure2524262224212424302928A state-owned company which seeks out and encourages private investment to expand Britain's renewable energy sources and infrastructure27262226293123253330None of these684776544311 | | 27 | 26 | 27 | 28 | 27 | 28 | 25 | 27 | 26 | 27 | 22 |
| encourages private investment to expand Britain's2727262226293123253330renewable energy sources and infrastructureNone of these684776544311 | and incentives for private companies to develop and | 25 | 24 | 26 | 22 | 24 | 21 | 24 | 24 | 30 | 29 | 28 |
| | encourages private investment to expand Britain's | 27 | 27 | 26 | 22 | 26 | 29 | 31 | 23 | 25 | 33 | 30 |
| | None of these | 6 | 8 | 4 | 7 | 7 | 6 | 5 | 4 | 4 | 3 | 11 |
| | | | 11 | 10 | 10 | 13 | 9 | 9 | 9 | 10 | 12 | 12 |



Sample Size: 2032 GB Adults

| Fieldwork: 23rd - 24th July 2024 | 1 |
|----------------------------------|---|
|----------------------------------|---|

| | | | Vote | in 2024 (| GE | Vo | te in 20 |)19 GE | EU Ref | 2016 | Ge | ender | | Aç | je | | Social | Grade | | Country | 1 | | Region ir | n England | |
|--|-------|----------------|----------------|----------------|----------------|----------------|----------------|---------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|
| | Total | Con | Lab | Lib Dem | Reform UK | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1 | C2DE | England | Wales | Scotland | North | Midlands | London | Rest of South |
| Weighted Sample | 2032 | 366 | 522 | 187 | 219 | 670 | 440 | 165 | 716 | 757 | 983 | 1049 | 213 | 839 | 502 | 477 | 1158 | 874 | 1758 | 98 | 177 | 482 | 333 | 246 | 697 |
| Unweighted Sample | | | | 234 | 289 | 674 | 504 | 191 | 842 | 736 | 932 | 1100 | 147 | 864 | 519 | 502 | 1236 | 796 | 1736 | 109 | 187 | 495 | 344 | 197 | 700 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Imagine that you had a choice between keeping with your current chosen energy supplier or switching your energy supplier to 'GB Energy'. Do you think you would be more likely to [Asked to a random half of the sample; n=1060] Stick with my current energy supplier Switch my energy supplier to GB Energy Don't know | 31 | 39 17 44 | 13 47 40 | 12 40 48 | 40 18 42 | 38 18 44 | 13 52 35 | 9 32 58 | 19 38 43 | 33 24 43 | 26 36 39 | 24 27 50 | 12 40 48 | 20 32 48 | 25 35 39 | 38 20 42 | 24 33 43 | 26 28 46 | 24 31 45 | 18 33 50 | 31 31 38 | 25 36 39 | 25 30 45 | 20 33 47 | 25 27 47 |
| Imagine that you had a choice between keeping with your current chosen energy supplier or switching your energy supplier to a publicly owned energy company. Do you think you would be more likely to [Asked to a random half of the sample; n=972] Stick with my current energy supplier Switch my energy supplier to a publicly owned energy company | 36 | 50 17 | 16 48 | 18 50 | 32 20 | 39 24 | 10 54 | 24 44 | 21 48 24 | 33 26 | 27 39 | 26 33 | 19 37 | 23 40 | 26 32 | 38 29 | 23 40 | 31 30 | 27 35 28 | 22 37 | 21 42 27 | 28 35 | 30 39 | 40 38 | 22 32 |
| Don't know | 38 | 33 | 36 | 32 | 49 | 37 | 36 | 32 | 31 | 41 | 34 | 41 | 44 | 37 | 42 | 33 | 37 | 39 | 38 | 41 | 37 | 38 | 32 | 22 | 46 |
| *Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be | | | | | | | | | | | | | | | | | | | | | | | | | |

considered statistically reliable. These figures should not be used.

Sample Size: 2032 GB Adults Fieldwork: 23rd - 24th July 2024

| | | S | plit | | | | Gross house | hold income | | | |
|--|----------------|--------------------|----------------------------|------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|----------------------|
| | Total | Saw 'GB Energy' | Did not see 'GB Energy' | Under £20,000 | £20,000 to £29,999 per year | £30,000 to £39,999 per year | £40,000 to £49,999 per year | £50,000 to £59,999 per year | £60,000 to £69,999 per year | £70,000 to £99,999 per year | £100,000 and over |
| Weighted Sample | 2032 | 1089 | 943 | 327 | 258 | 238 | 174 | 118 | 107 | 181 | 111 |
| Unweighted Sample 2 | 2032 | 1060 | 972 | 316 | 268 | 248 | 176 | 135 | 119 | 184 | 110 |
| | % | % | % | % | % | % | % | % | % | % | % |
| Switch my energy supplier to GB Energy | 25 31 44 | 25 31 44 | 0 0 0 | 27 33 40 | 28 24 48 | 26 31 43 | 23 36 42 | 31 42 27 | 16 40 43 | 17 39 44 | 17 34 50 |
| Switch my energy supplier to a publicly owned energy company | 27 36 38 | 0 0 0 | 27 36 38 | 29 32 38 | 26 40 34 | 28 38 34 | 24 38 38 | 33 37 30 | 20 47 32 | 24 41 36 | 24 52 24 |
| *Any percentages calculated on bases fewer than | | | | | | | | | | | |

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.